

## **The First Global Conference on Creating Value, 23-24th May 2018, De Montfort University, Leicester (UK)**

### **Call for Proposals Doctoral Students and Early Career Academics Showcase Forum**

#### **Abstract: Sponsorship of Sport Mega Events: A Creating Shared Value Approach**

The hosting of sport mega events creates advantages for citizens (e.g. Whitson and Horne, 2006). However, existent studies have focused predominantly on the complementary, transactional, benefit-generating relationship between a sport property and a sponsor brand (e.g. McCarville and Copeland, 1994; Gwinner and Eaton, 1999). Little attention has been afforded as to how the sponsors of these events may create value for consumers (e.g. Johnston and Spais, 2015). This is surprising given that consumers are one of a number of key stakeholders that sports mega events hold obligations towards (e.g. Horne, 2007).

Recent scandals engulfing FIFA (e.g. 2015 corruption scandal) and the IOC (e.g. Russian doping scandal), and anecdotal evidence suggest that negative consumer attitudes towards brands are growing (Edelman, 2017). In addition, CSR programmes focus mostly on reputation and have only a limited connection to a business, making them hard to justify and maintain over the long run (Porter and Kramer, 2011). As a result, CSR no longer provides brands with either a point of differentiation or a viable option for addressing and facilitating genuine societal change.

Consumers possess an increasingly amplified collective voice, aided by developments in social media communication (Fournier and Avery, 2011), and consequently, the demands and expectations placed on brands are increasing (Stoeckl and Luedicke, 2015). The concept of Creating Shared Value (CSV) “involves creating economic value in a way that also creates value for society by addressing its needs and challenges” (Porter and Kramer, 2011: 64). Research suggests that organisations can co-create shared value (Spitzeck and Chapman, 2012), offering the potential for co-creation between sport mega events and sponsor brands to produce an enduring social footprint.

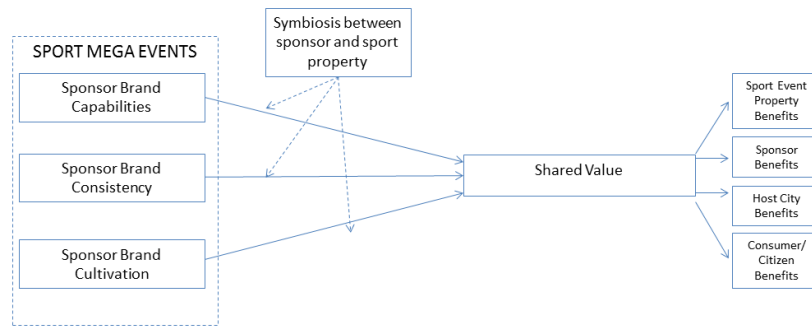
Whilst CSV offers exciting opportunities for sport properties and sponsor brands, very few empirical examinations involving CSV have been conducted (Dembek, Singh and Bhakoo, 2016). It remains evident that further research should focus on the means, outcomes and beneficiaries of the concept (Dembek et al., 2016) as methods by which to measure the concept remain elusive, underlined by the lack of a scale.

The study aims to explore whether sponsor brands and sport event properties can utilise the event to create shared value (e.g. Porter and Kramer, 2006, 2011) for a range of stakeholders, and if so, how?

The study will be developed in three steps. The objective of step 1 is to refine a proposed conceptual model (shown below) created following a review of the bodies of literature concerning the concepts of sports mega events, sponsorship, and creating shared value, by conducting a series of semi-structured interviews with two types of stakeholders; sponsorship managers and sport event property managers. Step 2 aims to identify different types of brands based on Kervyn et al's (2012) classification and could be subject to refinements targeting a publication. Step 3 aims to include an instrument/set of scale measures with the intention of using as an initial step for future research projects.

**Key words:** Creating Shared Value (CSV); Sponsorship, Sport Mega Events, Stakeholders

### Proposed Conceptual Model (a)



**Intended Showcase Format:** Poster (poster board required please)

**Personal Statement:** I am a third-year, part-time PhD student, combined with being a full-time Lecturer in Marketing (both roles at Coventry University). My research interests include creating shared value, sponsorship, branding, and major sports events. My PURE research profile can be found here:

<https://pureportal.coventry.ac.uk/en/persons/david-cook>.

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